**AGENDA**

<table>
<thead>
<tr>
<th>Topic/Purpose</th>
<th>Time</th>
<th>Presenter</th>
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<tbody>
<tr>
<td>1. Welcoming Remarks</td>
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<td>Derby Gisclair</td>
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<td>2. Approval of Minutes</td>
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<td>Derby Gisclair</td>
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<td>3. Information Topics – to provide members of the Advancement Committee with updates in key areas of OIA activity during the period since last meeting:</td>
<td>30 minutes</td>
<td>Bill Bishop</td>
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<tr>
<td>a. Campaign update</td>
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<td>b. OIA updates</td>
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<td>c. Meeting of the Honorary Chairs</td>
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<td>d. 1912 Society Event</td>
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<td>4. Discussion Topics – to focus on the following topics in order to explore ideas and options:</td>
<td>1 hour</td>
<td>Derby Gisclair</td>
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<tr>
<td>a. Campaign readiness – get ready, get set, GO!!!!!!!</td>
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<td>i. To include campaign matrix, timing for public launch, and public launch options</td>
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<td>b. The impact of budget constraints on campaign execution – “These are the times that try men’s [and women’s] souls!”</td>
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<td>c. Unrestricted support – core support – the “black hole” of fundraising. How do we increase the level of unrestricted giving to the university?</td>
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<td>d. Board involvement in fundraising – recruitment and expectations</td>
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<td>5. Old Business</td>
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<td>6. New Business</td>
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<td>7. Executive Session</td>
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<td>8. Adjournment</td>
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LOYOLA UNIVERSITY NEW ORLEANS
COMMITTEE ON INSTITUTIONAL ADVANCEMENT FOR THE BOARD OF TRUSTEES

MINUTES

October 17, 2013

Present:  David M. Ferris  
           John J. Finan, Jr.  
           Anne Gauthier, Vice Chair  
           S. Derby Gisclair, Chair  
           Robert LeBlanc  
           Sean O’Keefe  
           N. John Simmons, Jr.  
           Dr. J. Cathy Rogers, Faculty Senate (ex officio)

Staff:    Bill Bishop, Vice President  
           Terry Fisher, AVP for Marketing  
           Monique Gardner, Director for Alumni Relations  
           Chris Wiseman, AVP for Development  
           Rhonda E. Brehm, Recording Secretary

Guest:    Allison Plaisance, President-Elect for Alumni Association (representing Amy Sins)

Absent:   J. Kevin Poorman, Chair (ex officio)  
           Kevin Wm. Wildes, S.J., President (ex officio)  
           Amy Sins, Alumni Association (ex officio)

Welcome

Derby Gisclair opened the meeting at 1:27 p.m.

Approval of Minutes

Mr. Gisclair asked if there was a motion to approve the minutes of the May 16, 2013, meeting. MOTION was made by David Ferris and seconded by Anne Gauthier. Motion carried.

Note: A copy of the meeting presentation with detailed notes is located under the Institutional Advancement section of Blackboard.
OIA FY 2013 Recap

- Improved USN+WR peer perception rating
- Total number of donors increased by 9%
- Secured more than $11.7M in gift income – largest amount in more than 20 years
- Secured more than $800,000 in unrestricted income; and exceeded goal of $1.9M in unrestricted and budget relief by $1.54M
- Secured over $16.7M in new gifts and commitments

Overview of OIA FY 2014 Goals

1. Support the overarching strategies of Loyola 2012.
2. Complete successfully the Leadership Phase of the Faith in the Future campaign.
3. Plan for and successfully execute the “launch of the public phase” of the Faith in the Future campaign.
4. Participate in the formulation of a university strategic plan that will guide the university’s activities through the remainder of this decade.
5. Adapt OIA organizational structure to the priorities of the comprehensive fundraising campaign and to the economic realities of the next strategic plan.
6. Improve the return on the resources invested in OIA: $1,000,000 in unrestricted annual gift support; $900,000 in additional unrestricted gifts or budget relief dollars; undergraduate degree holder alumni participation rate of approximately 12%.

Campaign update

Fundraising:
- Campaign Total as of 10-09-2013 - $36,436,496.34 (36.4% of our goal) (does not include BOR matching dollars)

Matrix – Representative factors for consideration to enter the public phase of the campaign:
(A copy of the Matrix is located under the Institutional Advancement section of Blackboard.)
- Bill Bishop will make his recommendation to the president based on a consideration of these metrics.
- Priorities:
  - Student Affairs has to solidify its giving opportunities.
  - Academic Affairs is $11.2M above its allocation and will have to adjust its priorities in order to balance its allocation.
  - The cost to (re)build the Jesuit Center has come in at approximately $6M more than its allocation. There is already $8M+ invested in the Center. Adjustments will have to be made to the other campaign priorities to keep this at a $100M campaign.
- Lay Board Trustees:
  - IA wants the lay trustees to give not a penny more than they can afford.
  - 100% participation is important.
There are other ways lay trustees can assist in fundraising efforts.

- **Top 100:**
  - IA is working on now and will continue into the public phase.

- **Potential Donors:**
  - This is critical to the success of the campaign.
  - Discussion was held on need for and how to find additional prospects.

- **Volunteer Committee Leadership:**
  - IA is currently looking for chairs for the campaign committees. (A copy of the Campaign Chairs Working Chart is located under the Institutional Advancement section of Blackboard.) IAC members were asked to contact Mr. Bishop if they (1) would like to volunteer as a chair; or (2) can recommend someone to chair a committee.

- **Budgetary issues:**
  - Concern over loss of staff to fulfill the mission of the campaign. Currently, if someone leaves, the position cannot be filled without the president’s approval.
  - IA is looking at possible reorganization within its departments to meet effectively its responsibilities with less staff.

- **Qualitative factors:**
  - Perception is that campaigns currently taking place in Louisiana are having a hard time reaching their goal.
  - Perception is that across the country, most of the campaigns are down.
  - People want to give, however, uncertainty of the economy and revised tax codes are making people cautious.
  - Xavier New Orleans is looking at the possibilities for entering into a campaign.

Factors still to be determined:
1. Public launch date
2. Campaign goal
3. Campaign completion date

**Public Launch:**
At the time of this committee meeting, the president is considering a public launch date in March to coincide with the March meeting of the Board of Trustees. (Note: the exact date for the public launch is still to be determined.) Two options were proposed:

**Option 1 – Luncheon – $30,000:**
- **Location:** St. Charles Room
- **Event Description:** Reception-style luncheon with musical entertainment
  - 20 minute program
  - Self-guided campus priorities with dessert
- **Attendance:** 300-400 max

**Option 2 – Evening event - $100,000:**
- **Location:** Roussel Hall and Dixon Court
- **Event Description:** 45 minute staged multimedia production
Outdoor reception
Separate VIP dinner for campaign leadership

Attendance: 400-600 max

Additional “add-on” option:
Coordinated live events could take place in selected alumni chapter cities with possible livestreaming of the main event on campus.

Other Considerations:
- Budgetary constraints will affect public launch events.
- A timely decision as to the date of the event is encouraged in order to provide trustees adequate planning time.
- A huge event depersonalizes it. Perhaps different levels of events (a small cocktail event with 30-50 people is more productive).
- If having a big, grand event, propose a reception prior to the event (a more personalized event for key leadership to include time with the president).

**Follow-up from May 2013 meeting**

**Trustee assistance:**
The committee was thanked for its fundraising assistance last year, which resulted in (1) a few thousand dollars being raised; and (2) the discovery of some planned giving opportunities. Their continued assistance was then requested:

**Loyola Loyal fête:**
- Host a $1,000 and above Loyola Loyal fête at the trustee’s home. Invitee list would be coordinated with the trustee.
- Offer suggestions for names of people who might hold a fête in their home.

**Cases for Support:**
(A copy of the inventory of the Cases is located under the Institutional Advancement section of Blackboard.)
- The cases are now ready for review. Mr. Bishop will reach out to each of the committee members to ask if they would like to review any of the cases. He will then set-up a meeting to discuss. Robert LeBlanc encouraged everyone to help – this is an opportunity to provide their input – and made himself available for the meeting. Once the cases have been reviewed, Terry Fisher’s team will take the information and create the final public relations cases.

**Update on university’s strategic planning**

Mr. Bishop updated the committee on the work of the university’s Strategic Planning Team.

**Marketing + Communications update**
Terry Fisher updated the committee on the activities of the Office of Marketing and Communications and its support of the campaign, the Office of Institutional Advancement, and
the university as a whole. Discussions included budget; number of staff; outsourcing; lack of experienced staff throughout the university updating their respective department’s webpage; and technology and its effect on marketing, enrollment, and support for the campaign.

**Housekeeping – Changes to 1912 Society Dinner and Integritas Vitae Award Presentation**

Mr. Bishop advised the committee to changes made to the 1912 Society Dinner and the reason for the changes:

- According to IRS regulations, there are tax implications to a donor who receives a substantial benefit from an organization in exchange for the making of a philanthropic gift to that organization.
- In order to minimize this potential impact, Loyola has made changes to the 1912 Society Dinner; previously known as the “Benefactors Dinner”.
- Changes include:
  - A charge for the Dinner (with the exclusion of the Integritas Vitae Award recipient and his/her guests and staff working the event)
  - Event will no longer be “black tie” but rather “cocktail attire”
  - Event will no longer be by “invitation only”
  - Dinner will now include a notable guest speaker
  - This year’s recipient of the Integritas Vitae Award is Phyllis Taylor
  - This year’s speaker will be Ed Quatrevaux, Inspector General for the City of New Orleans

**Approval of Resolutions**

Mr. Gisclair introduced three Resolutions to request Board of Regents Matching Funds - one request for a scholarship and two requests for professorships:

1. Iona Mae Heuer Aden Endowed Scholarship for First-Generation Students
2. Therese B. Elmer Distinguished Professorship in Music
3. McGlinchey Stafford Distinguished Professorship in Law

Mr. Bishop provided a brief background on the three Resolutions. Mr. Gisclair then asked if there was a motion to approve the three Resolutions. MOTION was made by Sean O’Keefe and seconded by David Ferris. Motion carried.

**Change to university’s Gift and Pledge Policies and Procedures (regarding Section V.C)**

**Current wording:**
“Matching government funds (i.e., Board of Regents) will not be counted in campaign attainment figures, though they will be reported as other funds raised as a direct result of private campaign gifts.”

**Proposed revised wording:**
“Louisiana Board of Regents matching funds to support the establishment of endowed funds, the income of which shall be used to establish scholarships for 1st generation students.”
students, distinguished professorships, and chairs for eminent scholars while not counted in the totals of philanthropic contributions in support of a private campaign may be counted in the overall campaign attainment figures, if the campaign’s priorities include scholarship support for 1st generation students and the establishment of endowed professorships and chairs.”

Considerations:

- Current policy only includes counting philanthropic dollars in campaign totals.
- Proposal was made to include matching government dollars (specifically, board of regents matches) be counted in the overall campaign totals.

Mr. Gisclair then asked if there was a motion to approve the proposed revised wording for Paragraph C of Section V. MOTION was made by Sean O’Keefe and seconded by Derby Gisclair. Motion carried.

Old Business

There was no old business.

New Business

There was no new business.

Executive Session

There was no executive session.

Adjournment

The meeting was adjourned at 3:09 p.m.
VICE PRESIDENT’S OVERVIEW

Bill Bishop

The missions of the Office of Institutional Advancement are to develop understanding and support among the university’s various constituencies in order to secure the resources required to fulfill Loyola’s educational mission. The office also provides integrated marketing communications to support the university’s strategic goal of achieving national recognition as one of the leading master-level comprehensive universities in the nation.

My office strives to achieve these goals through a rigorous fund development, stewardship, and alumni and parent relations program as well as the implementation of a university-wide marketing communications program.

During the period since the last meeting of the board, the Office of Institutional Advancement continued to focus its efforts on the execution of the Leadership phase of the university’s comprehensive fund raising campaign entitled, Faith in the Future: the Campaign for Loyola University New Orleans, and in the preparation for the launch of the public phase of the campaign, tentatively planned for the spring 2014. All the offices that comprise the Office of Institutional Advancement are involved in these activities. As of October 31, 2013, more than $37.5 M in gifts, commitments, and BOR matching gifts have been received in support of the campaign’s $100 M planning goal.

Equally important are the efforts during this period of Institutional Advancement’s Offices of Marketing and Communications and Alumni Relations in supporting the recruitment efforts of the Office of Enrollment Management. Additionally, it is impressive to note how the accomplishment of the mission of the university to educate men and women for others is being exemplified by the members of the university’s family of alumni, faculty, staff, and students. On November 2, 2013, the university celebrated its National Day of Service – Wolves on the Prowl. On that day, 11 of the university’s alumni chapters participated with more than 165 alumni contributing their efforts. In New Orleans, some 63 alumni along with more than 240 students, faculty, and staff supported the efforts of the American Dental Association in providing free dental services to approximately 1,000 individuals.

During the forthcoming meeting of the Advancement Committee, I will inform the committee on the status of the campaign, and my direct reports will address activities within their respective areas. More time will be allocated for committee member discussion about the university’s campaign priorities, its readiness to enter into the public phase of the campaign,
and current options under consideration for the public launch. The importance of the raising of unrestricted gifts and budget relief dollars for the current operating budget and suggestions from the committee members about how best to generate additional gifts in these areas will be presented as potential discussion topics.

There are no formal action items to be presented to the board from the Advancement Committee at the December board meeting.

I also mention that on Thursday evening, December 5, 2013, the university will conduct its annual 1912 Society Dinner along with the presentation of the university’s Integritas Vitae Award to Ms. Phyllis Taylor.

Many of you have already given to support the university’s Faith in the Future campaign. And many of you are currently considering how you will support the university philanthropically. Thanks to all of you for your active involvement in the future of this university.

We have a full agenda, and I trust you will find it to be time well-spent, as we work together to advance the mission of Loyola University New Orleans.

I look forward to seeing all of you at the forthcoming meeting of the Advancement Committee.
This year, the Office of Development is working to build on the success of FY2013. With approximately $37 million raised in the Faith in the Future campaign, our staff is working with donors and volunteers to reach a campaign gift commitment level necessary to stage a public campaign launch in spring 2014.

**Fundraising Update**

- Most recently, the President and the VPIA asked one of our top prospective donors for a multimillion dollar gift. The donor made an immediate gift of $500,000, with indications that the family is willing to discuss an additional gift or gifts to the campaign. The President and IA staff continue to follow up with those with whom we have already discussed leadership gifts ($10M +), and we continue solicitation efforts with our “Top 100” prospective donors.
- We are working to improve on last year’s step backward for undergraduate alumni giving. We changed our phonathon services vendor, while retaining the student caller program. We changed and improved the student caller training program including changes to our mailing and calling schedule. Thus far, these changes are paying off, with an 89 percent increase in undergraduate alumni donors from the same time last year. With guidance from the new software vendor, the phonathon students have received over 450 pledges and credit card gifts totaling $35,518 – almost 300 pledges and $23,000 higher than last year at this time. (Please note that Hurricane Isaac in fall 2013 also affected early-year numbers in this area last year.)
- Compared to last year at this time, gift income is up by 59 percent and unrestricted/budget relief gift income is more than double.
- Annual Giving’s Development Officer for Alumni and Parents recently resigned on good terms. With Loyola’s current hiring freeze, this leaves us with one fewer frontline fundraiser for the foreseeable future.
- Marketing for the Faculty/Staff campaign wrapped up in early November. Faculty staff giving is currently at 44 percent, which is on pace with last year’s number at this point.

**Development Staff has started some new ways to give:**

**Loyola Connect**, an idea begun by Loyola’s Young Alumni Board, was a two-week campaign in which 13 student organizations competed for alumni donations in order to win a $5,000 grand prize that would fund an community engagement or student development initiative for the winning organization. In all, the project raised $7,559 and garnered 179 donors, 121 of whom were alumni, 67 of whom were alumni who had not given in FY13, and 43 of whom alumni were first-time donors. *The Maroon* was the winner of the competition and will use the prize money for conference and travel expenses for student writers and editorial staff.

**Loyola Empower** is the university’s first foray into crowd sourcing and microphilanthropy. The pilot project will launch on November 14th and run for one month. The project will seek to raise $600 to go toward the purchase of books for students in our Loyola Institute for Ministry program in Nigeria.
time. A total of $56,113 has been donated or pledged by faculty and staff members.

• Solicitation of Loyola vendors has been led for the first time by two key volunteers: John Finan and Ed Mathes. We are using a combination of personal solicitations by volunteers and a letter signed by Board Vice Chair Finan to solicit gifts from Loyola vendors. Early returns are promising, with a $10,000 gift from a donor who had never given at that high of a level before.

• The Office of Stewardship and Donor Relations has re-branded and restructured the 1912 Society Dinner as a paid ticket event. We also have sent scholarship donors formal reports about endowment performance and which students have benefited from donor generosity.

PREPARING FOR THE PUBLIC LAUNCH

• We continue our work to finalize the case statements. We are working with marketing and communications staff to translate the case statements into visually appealing campaign publications.

• We have “short lists” for leadership for each of the primary campaign committees and are in the process of securing commitments from these individuals to lead the committees. A key goal is to feature the volunteer leaders of the campaign at the public launch, in order to inspire confidence among our alumni and other constituencies that the leadership phase of the campaign has yielded not only financial commitments but also a broad base of volunteer engagement and support.

• We are working closely with the Office of Alumni Relations to develop a cadre of grassroots volunteer solicitors for Loyola. Training materials have been developed for volunteer solicitors, and Alumni Relations staff are using personal visits and webinars to train volunteers with the emphasis on alumni giving participation and the Loyola Fund.

• We are working to expand the number of prospective leadership donors for the campaign.

FOCUS OF FUTURE EFFORTS:

• Continued solicitation and follow up regarding leadership gifts for the Faith in the Future campaign.

• Identifying and engaging new prospective campaign donors (via research, database analysis, and staff and volunteer personal visits).

• Working closely with Marketing & Communications, Alumni Relations, Research, and Advancement Records on the public launch of the campaign and subsequent execution.

• Recruiting campaign committee members.

• Restructuring office if budget cuts and staff reductions take place.
OFFICE OF ALUMNI RELATIONS

Monique Gardner

The Office of Alumni Relations is dedicated to supporting Loyola University New Orleans through programs, benefits, services, and communications designed, developed, and implemented to create and enhance lasting and mutually beneficial relationships between the University and members of its Alumni Association. Recognizing that our greatest assets are our graduates, the members of the Alumni Association, the Office of Alumni Relations works to develop a membership of committed, trained volunteers who enjoy their post-graduate experience, are proud to be Alumni Association members, and believe that their volunteer time is used efficiently and effectively. Our staff also works closely with Development staff in order to help realize the University’s fundraising goals each year.

LOYOLA Loyal Update

The Office of Alumni Relations is working improve the return on resources by executing the 20/10 by 2017 goal by supporting, educating, and training the Loyola Loyal and Reunion Committees:

- To date, we have identified and confirmed Loyola Loyal Chapter Coordinators in New York City, Washington D.C., Los Angeles, Atlanta, Houston, Baton Rouge, New Orleans, and Panama.
- We are in the process of identifying and cultivating relationships with potential leaders in chapters that do not have confirmed Chapter Coordinators. Chapter presidents have been asked to make recommendations of alumni leaders within their areas.
- Alumni Association Board members have been active in recruiting volunteers and hosting their own Fêtes. We currently have 23 board members who are active in recruiting volunteers, hosting a fête, or participating on the committee.
- We currently have 23 alumni volunteers signed up to host a fête for FY14. Of those volunteers, 17 are associated with an alumni board.
- We provide consistent communication and support the Loyola Loyal Committee Chair and Chapter Coordinators who are identifying and reaching out to potential volunteers within each of the Alumni Association chapters.
- Using social media we weekly post information about the Fêtes to encourage other alumni to be hosts.
- We are in the process of developing a volunteer toolkit that will be used by Loyola Loyal volunteers. This toolkit provides resources such as templates, messaging, and materials that can be used to assist with alumni fundraising. This toolkit will be available online as well as sent through the mail to our Loyola Loyal volunteers.
- We have created webinars for Loyola Loyal Committee members which include fundraising tips and demonstrations.
Second Quarter Update

Joint Alumni Board Summit - We hosted a day-long Joint Alumni Board Summit in September which included volunteer training sessions in fundraising. For those unable to attend the Summit, we hosted several training webinars. Although we will strive for 100% board participation in the Loyola Fund, our goal this year is to better train our volunteers so that they are more prepared and have the necessary tools to reach out to friends and colleagues on behalf of annual giving. We are also asking each board member to take an active role in the 20/10 by 2017 Campaign.

Wolves on the Prowl - On November 2nd, Wolves on the Prowl, Loyola’s National Day of Service, took place:
- A total of 11 alumni chapters planned Wolves on the Prowl events: Atlanta, Boston, Central Florida, Chicago, Denver, Dallas, Las Vegas, Kansas City, Raleigh, St. Louis, and Washington, D.C.
- A combined total of approximately 100 alumni (excluding the New Orleans’ chapter) across the country participated in Wolves on the Prowl.
- In New Orleans, Alumni Relations and Mission + Ministry staff worked together to garner an exclusive agreement with the American Dental Association to provide volunteers to set-up a massive pop-up dental clinic for area residents. Nearly 300 alumni, students, faculty, and staff members worked from 8:30 a.m. to 5 p.m. on November 2 to transform Mardi Gras World into a temporary dental clinic. The clinic was open to the public on November 3 from 5:30 a.m. to 5:30 p.m., and free dental services were provided to 1000 patients. The partnership with the ADA provided an opportunity to connect with alumni from the College of Dentistry. All dental alumni in the New Orleans area received either a personal email or phone call informing them about the event and encouraging their support and participation. Of the nearly 300 volunteers that participated in Wolves on the Prowl, 63 were alumni. This represents a significant increase in the number of alumni participants compared with years past.

UNIVERSITY SUPPORT:

Admissions
PACC (Parents and Alumni Creating Connections) Committee
We are working with Admissions to recruit alumni who are willing to share their Loyola experience with prospective students through working to recruit new students and their families to Loyola. Members of PACC (Parents and Alumni Creating Connections) Committee are responsible for volunteering to host Summer Send-Offs, to staff college nights, to call or email potential students or to representing the Alumni Association at the annual President’s Open House. Several alumni staffed fall college fairs throughout the country. We are also recruiting international alumni to assist with this effort. Several alumni volunteers were recently recruited to participate in a conversation with the Enrollment Management Consultant, The Lawlor Group. We are also collecting testimonials from alumni about their Loyola experience to share with the Office of Admissions. The Offices of Alumni Relations and Admissions are co-hosting the Panama Alumni Networking Reception for alumni and potential students on November 18. In addition, the Offices of Alumni Relations and Admissions are meeting on a monthly basis to explore opportunities for continued collaboration and development of best practices.
Alumni Memorial Mass – The Mass, in memory of alumni who had passed away during the previous year, was held on November 4th, in Ignatius Chapel. Fr. Gregg Grovenburg was the celebrant, and three alumni served as Lectors and Extraordinary Ministers of the Eucharist. A small reception was held following the Mass. The deceased alumni will be inscribed in the Book of the Dead which is displayed in the Chapel throughout the month of November.

Gratitude Plan – We implemented a Gratitude Plan which consists of preparing hand-written thank-you notes sent by the Golden Stars and Young Alumni Pack to Loyola Fund donors and Loyola Loyal volunteers and hosts.

Improvements to Alumni Processes –
- Enhanced giving on the alumni website by (1) creating new event registration forms that make the giving options a quick and easy choice; and (2) adding a directory to each new event registration page highlighting who is attending events.
- Promote Annual Giving in the Pack Press in the spotlight feature of each newsletter.
- An Annual Giving “ask” is incorporated into all alumni events.

Maximizing alumni events for greater impact –
- As of November 10, we have planned and executed a total of 19 alumni chapter events.
- A total of 190 individuals attended these events, 42 of those individuals have made a gift this fiscal year representing 22% of the total alumni chapter event attendees.
- An Annual Giving “ask” was incorporated into all alumni chapter events. It is incorporated through the online event registration process and through talking points at chapter events.

Developing new programming for affinity groups –
Young Alumni Pack:
- The Board has doubled in size – from 7 to 18 members. This new Board has reviewed and revised its bylaws and selected committee chairs and members. Planned events:
  - A Personal and Professional Development Lecture Series
  - The Board’s first major event of the year takes place on November 22nd, for Starlight Racing at the Fairgrounds. The event is open to all alumni.

Athletic Alumni:
Alumni events hosted:
- Tip-Off Night for the Pack at Ye Olde College Inn (October 23rd)
- Men’s Basketball Alumni Night at Acme (October 24th)
- Battle of Freret Street Pep Rally (November 3rd)

Supported planning Athletics Committees: Coach Rags Scheuermann Baseball Scholarship Committee; Coach McCafferty Committee; and the Hall of Fame Commission

Honors Alumni:
We are working with Naomi Yavneh, Ph.D., Dir., University Honors Program to build an Honors Alumni group to help support the Honors Program. We had one initial meeting and plan to have a second meeting in January. The committee has decided to help with the following activities:
- Fundraising for the F. Conrad Raabe Honors Research Endowment, mentoring students,
attending the April Thesis Event, and planning a 30th Anniversary event for the Honors Program during Alumni Weekend.

**Nursing Alumni:**
The Office of Alumni Relations and our volunteer nurses support the School of Nursing by assisting in the planning of the Dr. Billie Ann Wilson Nursing Lecture Series which showcases healthcare issues, such as obesity, diabetes, and heart disease. A lecture was held on October 24th, with Dr. Wilson as the guest speaker.

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**PREPARING FOR THE PUBLIC LAUNCH**

- We continue to assist the annual giving and development staffs in building a prospective donor pipeline by passing along names of alumni, parents, and friends of the university. We are training our volunteers to do the same. We visit with alumni, parents, and friends to qualify or solicit for the Loyola Fund and/or recruit them for volunteering.
- The Office of Alumni Relations is coordinating with the Offices of Development, Marketing + Communications, and Advancement Records in planning for a spring launch of the public phase.

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**FOCUS OF FUTURE EFFORTS:**

We have several upcoming events:
- The SOLD-OUT Atlanta Alumni Chapter event at the Saints vs. Falcons Football Game on 11/21/13
- Tampa Alumni Chapter Happy Hour on 11/22/13
- San Diego Alumni Chapter Happy Hour on 12/11/13
- Dallas Alumni Chapter Mass & Dinner on 12/12/13
- The New York Chapter will host an Evening of Opera event on January 16th at the Metropolitan Opera featuring Bryan Hymel ’01

**Ignatian Spirituality Committee:**
We have re-established an Ignatian Spirituality Committee. Plans have begun for an Awakening Reunion to be held on May 9, 2014, which will include a featured speaker followed by a wine and cheese reception. Members of the committee helped out during the Alumni Memorial Mass.

**Alumni Weekend:**
Alumni Weekend will be held on June 20-22, 2014. For the first time, Alumni College will be a part of the fun-filled weekend. We have recruited 63 alumni volunteers to participate on the reunion committees and offered four training webinars. The Enrichment Committee has begun reaching out to potential faculty to participate in Alumni College.
The Office of Marketing and Communications has experienced a 63 percent increase in project requests this fall versus the same time-period last year, mainly in publication and web requests. The primary focus of our efforts is in support of the Offices of Enrollment and Institutional Advancement relative to income-generating campaigns.

Update on Enrollment Support

Marketing Strategic Support:
- Participating in bi-weekly meetings with Enrollment Management to discuss current marketing initiatives in production with Marketing, in addition to weekly conference call with EM and Lawlor Group on their enrollment projects.
- Completed strategy, creative, media plan and execution for Evening Division January recruiting cycle.
- Summer Sessions recruiting marketing recap completed; metrics showed marketing efforts contributed to a 7% increase in student course credit hours and a 5.5% increase in gross revenue. During the advertising period, traffic to their web page increased dramatically.
- Attended NACAC New Orleans’ Fall College Fair in October. Provided Enrollment detailed feedback and recommendations for presentation improvements and branding for the Loyola recruiting tables.
- Created strategy, creative, media plan and execution for the Translation & Interpreting Certificate Program for Spring 2014 cohort recruitment; buying and producing ads, radio spots and mailers
- Currently working with College of Humanities and Natural Sciences to promote the reinstatement of the Secondary Teaching Certification concentration.
- Produced Enrollment Marketing Audit Report with strategic marketing proposal and messaging strategy

Public Affairs stories (reputation) pitched:
- Loyola receives NASA grant for development of thermoelectric invention
- Loyola researcher wins $109k grant to study drug side effects
- Loyola Named Best Value School by U.S. News & World Report for 6th Consecutive Year
- Princeton Review names College of Business as one of nation's best
- Art and design student wins Nintendo fan art challenge
- Student journalist wins second in the nation for news reporting
- A Jesuit tradition: Mass of the Holy Spirit celebrates the beginning of school year
- Loyola grad wins prestigious global health scholarship

Enrollment and Branding Ads and Publications produced for the following:
Graduate/Adult Recruitment:
- MBA Open House/recruitment (Banner/Streetcar & Bus Ads)
• Translation & Interpretation Open House (Postcard/Ads)
• Law: CLE Evidence Brochure & Schedule Postcard and CLE Estate Planning Brochure
• Evening Division recruitment (Mailer Cover/Numerous Ads)
• Law: (3) LL.M. Ads for Legal Ease International Website
• Law: What’s New Rankers Mailer

Undergraduate Recruitment:
• UK Study in the U.S. Ad/International
• CityBusiness Education Guide Ad College Fair Flyer
• U.S. News Best Colleges Guide Ad
• Admissions Self-Guided Tour Updates
• College of Music: Viewbook, FAQ Sheet, Theatre Arts and Art & Design FAQ Sheets
• Admissions Revised Viewbook
• What’s New Mailer, sent to 1,000 High School Counselors
• COB: Student Managed Investment Fund Brochure
• Advocate Higher Education issue (Ad and editorial writing)
• Loyola Intensive English Brochure
• Admissions Fall Open House Save the Date Flyer/Postcard
• Admissions Student Activities Brochure
• Admissions Revised Study Abroad Brochure
• November Streetcar “Visit” Banner

Web Recruitment Support:
• Programming to generate nightly contact lists for incomplete applicants, mobile-friendly Loyola branded email templates with a custom email-builder tool for tailored email communications.
• In October, kicked-off development for a new admissions website, to be completed in February 2014 and conducted two focus groups with freshmen students.
• Secondary Teacher’s Certification - Launched the teacher certification site, which included design, content strategy, and programming and incorporated updates to eight participating departmental websites.
• 2014 Bulletin - Working with Academic Affairs to develop the 2014-2015 annual Academic Bulletin

REDESIGN OF LOYOLA’S HOMEPAGE

The new homepage was launched on Nov. 4 and focuses on information relative to prospective students and parents highlighting resources for applying to and visiting Loyola, and showcases student life galleries as well as academic videos and research.

Also re-designed an essential underlying page on the Admissions website for programs and majors: http://apply.loyno.edu/programs-majors.

Financial Aid & Scholarships – In the development of new website to include updated navigation, design, and revised content to launch December 19.
Second Quarter Project Update

Public Affairs:
- Wrote Neighborhood Newsletter
- Ignatian Innovations e-newsletter (academics)

Publications Ranker and Major Projects:
- Launch of New Athletics Branding (Emails/Banners/Poster/Ad/ Event)
- College of Music: Montage Calendar
- US News Voting Rankers: What’s New Mailer
- College of Law What’s New Mailer
- Neighborhood News Fall 2013
- Economic and Community Impact Report
- Campus Directory 2013-14
- College of Law Centennial logo package and historic video support
- Rebranding of the Loyola Institute of Ministry’s recruitment materials and overall positioning
- Published College of Business’ Loyola Executive alumni magazine

Web Team Support:
Law Centennial - Provided design, content strategy, and project management support for a new law centennial website. Year; launch is scheduled for January 2014.

PREPARING FOR THE PUBLIC LAUNCH

Marketing / Communications Strategy:
- Finalizing resources for execution of campaign video and campaign public launch event
- Communications strategy included high end mailers to top campaign prospects of What’s New, Economic and Community Impact report publications in addition to executing Insider Reports and Dashboards to campaign leadership

Public Affairs Support:
- Public Affairs assisted in media relations efforts regarding the silent phase of the campaign by liaising with Maroon reporters and campaign leadership. See articles: [http://www.loyolamaroon.com/2.6710/campaign-strives-for-faith-in-the-future-1.2836622](http://www.loyolamaroon.com/2.6710/campaign-strives-for-faith-in-the-future-1.2836622)  

Publications Support:
- Faith in the Future Folders
- (4) Campaign Gift Summary (Dashboard)
- Campaign Folder ‘FIF Overview’ Insert
Mini Case Statements: Center for Bar Passage, HUNS endowments for undergrad research, Honors, Loyola Fund, Monroe Hall, Multimedia Center, Scholarships
Loyola Loyal Packaging (Alumni Relations)
(5) Annual Giving solicitation mailers

Web Team Support:
- *Faith in the Future Campaign* - Final designs for the new website will be complete in November.
- *Loyola Connect Student Organization Prize* – Created branding and website for the Loyola Connect Annual giving campaign, as well as social media promotions for the 13 organizations that participated.
- *Empower Crowd-Funding Program* - Developed a new website feature for Annual Giving to raise micro funds for specific campus projects. The first project will raise money for books for Nigeria.

**FOCUS OF FUTURE EFFORTS:**

**Enrollment Support:**
- There will be a major upgrade to the existing content management system, migration to a new server, as well as new design themes. This preparation impacts the admissions site and the underlying system that will be used to upgrade academic sites.

**University Support:**
- Producing the President’s Report and Provost’s Report.

**Law Centennial Support:**
- Finalizing the law centennial video.

**Campaign Support:**
- Finalizing campaign materials, to include the campaign video and cases for support.
- Coordinating the public launch of the campaign.
In support of the Office of Institutional Advancement, the Department of Advancement Records contributed in the following areas:

- In collaboration with the Department of Annual Giving, assisted in the launch of Phonathon, the Faculty Staff Campaign, Direct Mail, and the Loyola Connect crowd fundraising appeals. These efforts included:
  1. Handling over 500 Phonathon gifts and commitments, 300 plus faculty staff gifts and payroll deduction commitments, and handling of Loyola Connect campaign via online transactions. Year to date gifts and commitments total almost 3,500 transactions from nearly 2,000 donors.
  2. Updating over 3,000 phone records and other biographic updates.

- In collaboration with the Department of Alumni Relations assisted in their ability to measure alumni engagement by providing:
  1. Weekly updates of new community members, opt out requests, bounce analysis and follow up, and monitoring email activity via dashboard reports to determine open rates, click thru activity and event revenues.
  2. Providing assistance in creating segmented lists for invitations and news updates.

- We continue to work closely with the Office of Stewardship and Donor Relations to prepare Loyola Society events, 1912 Society Dinner, Donor Honor Roll listings, and upcoming President’s Christmas card mailings.

- Internally, we have just completed work with the University’s external audit review of FY 2013 gift activity, and compiled and submitted the annual Council for Advancement Education’s Voluntary Support of Education and AJCU surveys.

**University Support:**

Collaboration with the Offices of Stewardship and Enrollment Management to provide current data on available scholarship dollars for Deans and Department Heads to assist with retaining students experiencing financial difficulties.

Additional collaboration with the Office of Enrollment Management to provide database statistics as it works with consultants to prepare a forthcoming survey of graduate satisfaction.

**Preparing for the Public Launch**

- We continue to work with the Vice President to develop and enhance campaign reporting.
• We continue to collaborate with the Office of Development to track volunteers and develop organization hierarchy strategy for reporting of corporate giving from associated corporate foundations, matching gift companies and subsidiary companies.

FOCUS OF FUTURE EFFORTS:

Looking forward over the next two months, activities will focus on year end gift handling, preparation of calendar year gift acknowledgements and renewal of our PCI site certification.
## Summary of Fundraising Totals, Fiscal Years 2010-2014

<table>
<thead>
<tr>
<th></th>
<th>FY 2010</th>
<th>FY 2011</th>
<th>FY 2012</th>
<th>FY 2013</th>
<th>FY 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unrestricted Income for Current Operations</td>
<td>$79,459</td>
<td>$71,561</td>
<td>$79,787</td>
<td>$85,758</td>
<td>$160,084 **</td>
</tr>
<tr>
<td>Percent of Goal Achieved</td>
<td>7.98%</td>
<td>8.58%</td>
<td>16.01%</td>
<td>2.21%</td>
<td>2.12%</td>
</tr>
<tr>
<td>Comprehensive Campaign (Unrestricted &amp; Budget Relief) Gifts</td>
<td>$79,787</td>
<td>$113,162</td>
<td>$265,084</td>
<td>$127,056</td>
<td></td>
</tr>
<tr>
<td>Percent of Goal Achieved</td>
<td>4.32%</td>
<td>13.95%</td>
<td>6.69%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>New Gifts and Pledges</td>
<td>$1,132,423</td>
<td>$2,663,530</td>
<td>$1,321,194</td>
<td>$463,547</td>
<td></td>
</tr>
<tr>
<td>Percent of Goal Achieved</td>
<td>6.66%</td>
<td>13.32%</td>
<td>6.61%</td>
<td>2.32%</td>
<td></td>
</tr>
<tr>
<td>Faith in the Future Campaign</td>
<td>$12,296,834</td>
<td>$22,430,745</td>
<td>$37,553,523</td>
<td>$35,937,642</td>
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</tr>
<tr>
<td>Percent of Goal Achieved</td>
<td>12.30%</td>
<td>22.43%</td>
<td>37.55%</td>
<td>35.94%</td>
<td></td>
</tr>
</tbody>
</table>

*excludes annuities and other planned giving instruments; otherwise all giving is $38,887,768
Board of Regents dollars are now reflected in Campaign dollars raised.
**Paulette Stewart $100k gift

## Gift Income Comparison, Fiscal Years 2010-2014

### Outright Gifts for Capital Purposes

<table>
<thead>
<tr>
<th></th>
<th>8/1 to 10/31 FY 2010</th>
<th>8/1 to 10/31 FY 2011</th>
<th>8/1 to 10/31 FY 2012</th>
<th>8/1 to 10/31 FY 2013</th>
<th>8/1 to 10/31 FY 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Endowment</td>
<td>$96,410</td>
<td>$126,809</td>
<td>$136,068</td>
<td>$101,689</td>
<td>$135,499</td>
</tr>
<tr>
<td>Property, Building &amp; Equipment</td>
<td>$100,000</td>
<td>$750,000</td>
<td>$150,000</td>
<td>$160,000</td>
<td>$415,708</td>
</tr>
<tr>
<td>Non-Endowed Programs &amp; Grants</td>
<td>$0</td>
<td>$35</td>
<td>$70</td>
<td>$0</td>
<td>$71,886</td>
</tr>
<tr>
<td>Gifts in Kind</td>
<td>$550,892</td>
<td>$38,763</td>
<td>$3,341</td>
<td>$48,428</td>
<td>$40,723</td>
</tr>
<tr>
<td>Annuities (Deferred Gifts)</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$71,886</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$747,302</strong></td>
<td><strong>$915,607</strong></td>
<td><strong>$289,479</strong></td>
<td><strong>$310,116</strong></td>
<td><strong>$663,816</strong></td>
</tr>
</tbody>
</table>

### Outright Gifts for Current Operations

<table>
<thead>
<tr>
<th></th>
<th>8/1 to 10/31 FY 2010</th>
<th>8/1 to 10/31 FY 2011</th>
<th>8/1 to 10/31 FY 2012</th>
<th>8/1 to 10/31 FY 2013</th>
<th>8/1 to 10/31 FY 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restricted</td>
<td>$528,593</td>
<td>$476,945</td>
<td>$511,979</td>
<td>$468,593</td>
<td>$556,114</td>
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<tr>
<td>Unrestricted</td>
<td>$76,159</td>
<td>$71,561</td>
<td>$79,787</td>
<td>$85,758</td>
<td>$160,084</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$604,752</strong></td>
<td><strong>$548,506</strong></td>
<td><strong>$591,767</strong></td>
<td><strong>$554,350</strong></td>
<td><strong>$716,198</strong></td>
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</table>

**Total Private Gifts**

<table>
<thead>
<tr>
<th></th>
<th>FY 2010</th>
<th>FY 2011</th>
<th>FY 2012</th>
<th>FY 2013</th>
<th>FY 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Private Gifts</strong></td>
<td><strong>$1,352,054</strong></td>
<td><strong>$1,464,112</strong></td>
<td><strong>$881,246</strong></td>
<td><strong>$864,467</strong></td>
<td><strong>$1,380,015</strong></td>
</tr>
<tr>
<td>--------------</td>
<td>---------------------------</td>
<td>--------</td>
<td>-------------------------</td>
<td>--------</td>
<td>--------------</td>
</tr>
<tr>
<td>Alumni</td>
<td>$100,608</td>
<td>$71,573</td>
<td>$210,310</td>
<td>$17,829</td>
<td>$310,918</td>
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<tr>
<td>Parents</td>
<td>$6,605</td>
<td>$19,299</td>
<td>$200</td>
<td>$25,000</td>
<td>$6,805</td>
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<tr>
<td>Individuals</td>
<td>$63,791</td>
<td>$170,039</td>
<td>$47,179</td>
<td>$473,878</td>
<td>$110,970</td>
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<tr>
<td>Corporations</td>
<td>$78,017</td>
<td>$29,746</td>
<td>$393</td>
<td>$1,600</td>
<td>$78,410</td>
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<tr>
<td>Foundations</td>
<td>$292,229</td>
<td>$408,086</td>
<td>$ -</td>
<td>$25,200</td>
<td>$292,229</td>
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<tr>
<td>Organizations</td>
<td>$13,100</td>
<td>$17,455</td>
<td>$3,607</td>
<td>$7,700</td>
<td>$16,707</td>
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<tr>
<td>Subtotals</td>
<td>$554,350</td>
<td>$716,198</td>
<td>$261,689</td>
<td>$551,207</td>
<td>$816,039</td>
</tr>
<tr>
<td>Gifts in Kind</td>
<td>$48,428</td>
<td>$40,723</td>
<td>$ -</td>
<td>$71,886</td>
<td></td>
</tr>
<tr>
<td>Gift Annuities</td>
<td>$ -</td>
<td>$71,886</td>
<td>$ -</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td>Grand Total</td>
<td>$864,467</td>
<td>$1,380,015</td>
<td>$ -</td>
<td>$</td>
<td></td>
</tr>
</tbody>
</table>
## LOYOLA UNIVERSITY NEW ORLEANS

### GIFT INCOME COMPARISON BY COLLEGE

<table>
<thead>
<tr>
<th>Campaign Type</th>
<th>2013 Fiscal Year to Date Gifts Received to October 31, 2012</th>
<th>2014 Fiscal Year to Date Gifts Received to October 31, 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Humanities &amp; Natural Science</strong></td>
<td>$607 Outright Gifts for Capital Purposes</td>
<td>$37,105 Outright Gifts for Capital Purposes</td>
</tr>
<tr>
<td></td>
<td>$2,584 Outright Gifts for Current Operations</td>
<td>$9,773 Outright Gifts for Current Operations</td>
</tr>
<tr>
<td></td>
<td>$543 Outright Gifts, Dean's Discretionary Funds</td>
<td>$1,952 Outright Gifts, Dean's Discretionary Funds</td>
</tr>
<tr>
<td></td>
<td>$3,734 Total Received Humanities &amp; Natural Science</td>
<td>$48,829 Total Received Humanities &amp; Natural Science</td>
</tr>
<tr>
<td><strong>College of Business</strong></td>
<td>$100 Outright Gifts for Capital Purposes</td>
<td>$0 Outright Gifts for Capital Purposes</td>
</tr>
<tr>
<td></td>
<td>$27,051 Outright Gifts for Current Operations</td>
<td>$4,270 Outright Gifts for Current Operations</td>
</tr>
<tr>
<td></td>
<td>$3,413 Outright Gifts, Dean's Discretionary Funds</td>
<td>$25,325 Outright Gifts, Dean's Discretionary Funds</td>
</tr>
<tr>
<td></td>
<td>$30,564 Total Received College of Business</td>
<td>$69,596 Total Received College of Business</td>
</tr>
<tr>
<td><strong>College of Social Sciences</strong></td>
<td>$43,204 Outright Gifts for Capital Purposes</td>
<td>$23,141 Outright Gifts for Capital Purposes</td>
</tr>
<tr>
<td></td>
<td>$53,552 Outright Gifts for Current Operations</td>
<td>$8,808 Outright Gifts for Current Operations</td>
</tr>
<tr>
<td></td>
<td>$1,440 Outright Gifts, Dean's Discretionary Funds</td>
<td>$6,608 Outright Gifts, Dean's Discretionary Funds</td>
</tr>
<tr>
<td></td>
<td>$98,196 Total Received Social Sciences</td>
<td>$32,558 Total Received Social Sciences</td>
</tr>
<tr>
<td><strong>College of Law</strong></td>
<td>$152,635 Outright Gifts for Capital Purposes</td>
<td>$38,972 Outright Gifts for Capital Purposes</td>
</tr>
<tr>
<td></td>
<td>$166,836 Outright Gifts for Current Operations</td>
<td>$166,162 Outright Gifts for Current Operations</td>
</tr>
<tr>
<td></td>
<td>$17,949 Outright Gifts, Dean's Discretionary Funds</td>
<td>$11,560 Outright Gifts, Dean's Discretionary Funds</td>
</tr>
<tr>
<td></td>
<td>$337,420 Total Received Law</td>
<td>$216,693 Total Received Law</td>
</tr>
<tr>
<td><strong>College of Music &amp; Fine Arts</strong></td>
<td>$31,037 Outright Gifts for Capital Purposes</td>
<td>$89,261 Outright Gifts for Capital Purposes</td>
</tr>
<tr>
<td></td>
<td>$4,207 Outright Gifts for Current Operations*</td>
<td>$4,150 Outright Gifts for Current Operations*</td>
</tr>
<tr>
<td></td>
<td>$2,730 Outright Gifts, Dean's Discretionary Funds</td>
<td>$6,255 Outright Gifts, Dean's Discretionary Funds</td>
</tr>
<tr>
<td></td>
<td>$37,975 Total Received College of Music &amp; Fine Arts</td>
<td>$99,666 Total Received Music &amp; Fine Arts</td>
</tr>
<tr>
<td><strong>Library Gift Total</strong></td>
<td>$1,070 Outright Gifts for Capital Purposes</td>
<td>$570 Outright Gifts for Capital Purposes</td>
</tr>
<tr>
<td></td>
<td>$0 Outright Gifts for Current Operations</td>
<td>$15 Outright Gifts for Current Operations</td>
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<tr>
<td></td>
<td>$27,026 Outright Gifts, Dean's Discretionary Funds</td>
<td>$2,054 Outright Gifts, Dean's Discretionary Funds</td>
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<tr>
<td></td>
<td>$28,096 Total Received Library</td>
<td>$2,639 Total Received Library</td>
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<tr>
<td><strong>Athletics Gift Total</strong></td>
<td>$50 Outright Gifts for Capital Purposes</td>
<td>$466 Outright Gifts for Capital Purposes</td>
</tr>
<tr>
<td></td>
<td>$10,085 Outright Gifts for Current Operations</td>
<td>$10,472 Outright Gifts for Current Operations</td>
</tr>
<tr>
<td></td>
<td>$500 Outright Gifts, Dean's Discretionary Funds</td>
<td>$2,381 Outright Gifts, Dean's Discretionary Funds</td>
</tr>
<tr>
<td></td>
<td>$10,680 Total Received Athletics</td>
<td>$13,319 Total Received Athletics</td>
</tr>
<tr>
<td><strong>Mission &amp; Ministry Gift Total</strong></td>
<td>$0 Outright Gifts for Capital Purposes</td>
<td>$1,000 Outright Gifts for Capital Purposes</td>
</tr>
<tr>
<td></td>
<td>$0 Outright Gifts for Current Operations</td>
<td>$0 Outright Gifts for Current Operations</td>
</tr>
<tr>
<td></td>
<td>$16,554 Outright Gifts, Dean's Discretionary Funds</td>
<td>$5,508 Outright Gifts, Dean's Discretionary Funds</td>
</tr>
<tr>
<td></td>
<td>$16,554 Total Received Mission &amp; Ministry</td>
<td>$6,508 Total Received Mission &amp; Ministry</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td>$228,703 Total Outright Gifts for Capital Purposes</td>
<td>$190,515 Total Outright Gifts for Capital Purposes</td>
</tr>
<tr>
<td></td>
<td>$264,290 Total Outright Gifts for Current Operations</td>
<td>$243,650 Total Outright Gifts for Current Operations</td>
</tr>
<tr>
<td></td>
<td>$563,148 Total Outright Gifts for Dean's Discretionary Funds</td>
<td>$556,443 Total Outright Gifts for Dean's Discretionary Funds</td>
</tr>
</tbody>
</table>

---

Institutional Advancement  
December 5, 2013  
Page 24 of 28
<table>
<thead>
<tr>
<th>Institution</th>
<th>Date</th>
<th>Goals</th>
<th># Donors</th>
<th>Part. Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Loyola Univ</td>
<td>December 5</td>
<td>8/1 to 10/31</td>
<td>46,744</td>
<td>1.55%</td>
</tr>
<tr>
<td></td>
<td>FY 2013</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>FY 2014</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>College</th>
<th>Undergrad</th>
<th>Graduate</th>
<th># Donors</th>
<th>Part. Rate</th>
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</thead>
<tbody>
<tr>
<td>Humanities &amp; Natural Science</td>
<td>10,807</td>
<td>16,013</td>
<td>105</td>
<td>1.87%</td>
</tr>
<tr>
<td>College of Business</td>
<td>8,723</td>
<td>9,307</td>
<td>90</td>
<td>1.49%</td>
</tr>
<tr>
<td>Social Sciences</td>
<td>16,015</td>
<td>16,013</td>
<td>156</td>
<td>1.49%</td>
</tr>
<tr>
<td>College of Law</td>
<td>9,307</td>
<td>16,013</td>
<td>119</td>
<td>1.19%</td>
</tr>
<tr>
<td>Music &amp; Fine Arts</td>
<td>2,965</td>
<td>16,013</td>
<td>35</td>
<td>0.21%</td>
</tr>
<tr>
<td>Individuals</td>
<td>331</td>
<td>331</td>
<td>684</td>
<td>1.55%</td>
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<tr>
<td>Trustees</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Parents</td>
<td>43</td>
<td>43</td>
<td>44</td>
<td>44</td>
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<tr>
<td>Corporations</td>
<td>47</td>
<td>47</td>
<td>58</td>
<td>58</td>
</tr>
<tr>
<td>Foundations</td>
<td>19</td>
<td>19</td>
<td>23</td>
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<tr>
<td>Organizations</td>
<td>12</td>
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<td>37</td>
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<tr>
<td>Grand Total</td>
<td>920</td>
<td>920</td>
<td>1,571</td>
<td>1,571</td>
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</tbody>
</table>

** Parenthetical